

# AYUSH Range

## Launch Circular for

### I. AYUSH*plus* BEDS

- A]AYUSH*plus* FOWLER
- B]AYUSH*plus* SEMI FOWLER
- C]AYUSH*plus* SHEET

### II. AYUSH BEDS

- A] AYUSH FOWLER
- B] AYUSH SEMI FOWLER
- C] AYUSH SHEET



# AYUSH Range

## THE NAME

- ❧ The name Ayush is derived from the Sanskrit word aayus (आयुस्), meaning "Long-life".
- ❧ "Aayushmaan bhava" is a traditional way to bless in Indian culture , since ancient times , where the seeker is blessed with long life.
- ❧ 'Bhava' means 'I wish it' and 'Aayushmaan' means 'one with a long life.'
- ❧ The statement "Aayushmaan Bhava" therefore means "I wish you a long life"

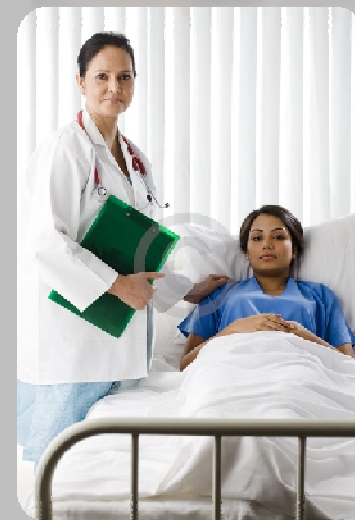


# AYUSH Range

## THE CUSTOMER PROFILE



- ✎ We introduce the Ayush Range mainly for the Economy segment of Indian hospitals, namely :
  - ✎ Central & State Government Hospitals
  - ✎ ESIC hospitals
  - ✎ Primary Health Centers
  - ✎ NRHM hospitals, etc
- ✎ These hospitals aim to bridge the vast gap which exists throughout India for even basic healthcare facilities, for the Rural and Urban populations below poverty line.
- ✎ They play a key role in implementing the Government's programs on Health & Family Welfare i.e. Preventive Health Checks, Vaccination, Family Planning, Epidemic control, as well as a range of common and more complex healthcare procedures and operations.
- ✎ Treatment is subsidized for benefit of the patients. These hospitals are funded not by patients fees or trust funds, but by budgets released to them by respective Government authorities. They focus on coverage and creating accessibility to basic healthcare facilities.
- ✎ These hospitals are characterized by large numbers of very simple beds, preferring to allocate budgets to increase quantitative bed capacity, comfortable with familiar products rather than opting for sophisticated beds.



NOTE: [Occasionally, the Ayush Range is also suitable  
for Private Nursing Homes of 50 beds or less capacity]

# AYUSH Range

## THE CHALLENGES

- ❧ Despite large number of beds to attend, they face challenges of overcrowding and under staffing.
- ❧ At times , due to crowds, beds meant for one patient each are also used by their family and relatives, to sit on.
- ❧ The Staff [Wardboys & Nurses] are often untrained in handling medical products properly. Overloading and rough usage is the norm. Therefore highly rugged and sturdy products are required for durability.
- ❧ Purchase process is through Tendering, via contractors & PMCs. Customer is at times under pressure to favor SSI units in awarding Tenders. Hence,
  - ❧ A balance of Differentiation and Economical pricing is called for. [differentiation may be less at product feature level and more in terms of Certifications, and technical or commercial Qualification criteria.]
  - ❧ Pre-Tender preparations are critical to promote Beds or any products to this segment.





# AYUSH Range

















**OUR SOLUTION: THE AYUSH RANGE,  
FOR HEALTHCARE FOR THE MASSES**



- ❧ Our AYUSH Range, derived from the basic Regular Range, reflects the applications in this segment, with its robust, sturdy structures and basic designs, created on basis of Indian Anthropometric data.
- ❧ It incorporates strengths like the Optimized Effort Lead screws, Smooth Silent functioning for durability and long product life. It also incorporates Plastic Handles, inbuilt Net Pole holders, and a slight curved profile of headboards for a unique visual identity.
- ❧ The name AYUSH reflects not just the fact that we seek to invoke longevity for the patient, it can also imply the strength and durability, hence long usage life, of the product.
- ❧ With this range, we aim to partner the Government hospitals in their goals to reach Healthcare to the masses<sup>5</sup>

# AYUSH Range

## CHANGES RELATED TO THE REGULAR RANGE

SR · N O.	FORMERLY	NOW ONWARDS		FUNCTIONS AVAILABLE	HEADBOARD CHOICES
2	MODERN FOWLER BED	VITA LITE FOWLER WITH TILT, WITH SS PLT HEADBOARDS [PP HEADBOARDS ALSO AVAILABLE]	TO BE LAUNCHED		
3	MODERN SEMI FOWLER BED	VITA LITE SEMI FOWLER WITH TILT, WITH SS PLT HEADBOARDS [PP HEADBOARDS ALSO AVAILABLE]			
4	NEW DESIGN FOWLER BED	AYUSH PLUS FOWLER BED, WITH SS-PLT HEADBOARDS [PP HEADBOARDS ALSO AVAILABLE]	LAUNCHING HERE		
5	NEW DESIGN SEMI FOWLER BED	AYUSH PLUS SEMI FOWLER BED, WITH SS-PLT HEADBOARDS [PP HEADBOARDS ALSO AVAILABLE] [a] WITH CASTORS, [b] WITHOUT CASTORS			
6	NEW DESIGN SHEET BED	AYUSH PLUS SHEET BED WITH SS-PLT HEADBOARDS [PP HEADBOARDS ALSO AVAILABLE]			
7	CLASSIC FOWLER BED	AYUSH FOWLER BED [WITH PIPE HEADBOARDS ONLY]			
8	CLASSIC SEMI FOWLER BED	AYUSH SEMI FOWLER BED [WITH PIPE HEADBOARDS ONLY] [a] WITH CASTORS, [b] WITHOUT CASTORS			
9	CLASSIC SHEET BED	AYUSH SHEET BED [WITH PIPE HEADBOARDS ONLY]			

**NOTE: The option of PP Headboards will be made available shortly.**

# AYUSH Range

## 'AYUSH PLUS' FOWLER



WITH SS-PLT HEADBOARD & FOOTBOARD



WITH PP HEADBOARD & FOOTBOARD

# AYUSH Range

## 'AYUSH PLUS' SEMIFOWLER



WITH SS-PLT HEADBOARD & FOOTBOARD, WITH CASTORS



WITH SS-PLT HEADBOARD & FOOTBOARD, WITHOUT CASTORS



LAUNCH CIRCULAR: AYUSH RANGE BEDS  
WITH PP HEADBOARD & FOOTBOARD, WITH CASTORS



# AYUSH Range 'AYUSH PLUS' SHEET



WITH SS-PLT HEADBOARD & FOOTBOARD

LAUNCH CIRCULAR: AYUSH RANGE BEDS

# AYUSH Range 'AYUSH' FOWLER



WITH MS TUBE HEADBOARD & FOOTBOARD

LAUNCH CIRCULAR: AYUSH RANGE BEDS

# AYUSH Range

## 'AYUSH' SEMI FOWLER



WITH MS TUBE HEADBOARD & FOOTBOARD



WITH MS TUBE HEADBOARD & FOOTBOARD

# AYUSH Range 'AYUSH' SHEET



WITH MS TUBE HEADBOARD & FOOTBOARD

LAUNCH CIRCULAR: AYUSH RANGE BEDS

# AYUSH Range



## BOOKING DETAILS

PRODUCT RANGE	PRODUCT	MODELS	HEADBOARDS & FOOTBOARDS	ITEM GROUP	ITEM CODE	CPL	WPL	MATTRESS SUITABLE
AYUSH PLUS [ALSO AVAILABLE WITH PP HEADBOARDS AS APO]	AYUSH PLUS FOWLER		SS-PLT	DTHBED	STHC1F12B0040000	26500	21730	4-SECTION, 100 MM THICKNESS / 4-SECTION, 75 MM THICKNESS
	AYUSH PLUS SEMI FOWLER	[A] WITH CASTORS	SS-PLT	DTHBED	STHC1F22B0040000	24500	20090	2-SECTION, 100 MM THICKNESS / 2-SECTION, 75 MM THICKNESS
		[B] WITHOUT CASTORS	SS-PLT	DTHBED	STHC1F22D0040000	20800	17056	2-SECTION, 100 MM THICKNESS / 2-SECTION, 75 MM THICKNESS
	AYUSH PLUS SHEET		SS-PLT	DTHBED	STHC1F32D0040000	15600	12792	SINGLE SECTION, 75 MM THICKNESS
AYUSH	AYUSH FOWLER		MS TUBES	DTHBED	STHC1F12F0P00000	24000	19680	4-SECTION, 100 MM THICKNESS / 4-SECTION, 75 MM THICKNESS
	AYUSH SEMI FOWLER	[A] WITH CASTORS	MS TUBES	DTHBED	STHC1F22F0F00000	20800	17056	2-SECTION, 100 MM THICKNESS / 2-SECTION, 75 MM THICKNESS
		[B] WITHOUT CASTORS	MS TUBES	DTHBED	STHC1F22D0N50000	18000	14760	2-SECTION, 100 MM THICKNESS / 2-SECTION, 75 MM THICKNESS
	AYUSH SHEET		MS TUBES	DTHBED	STHC1F32D00000000	11400	9348	SINGLE SECTION, 75 MM THICKNESS
	PRODUCT	MODEL	MATERIAL	ITEM GROUP	ITEM CODE	CPL	WPL	COMPATIBLE WITH
SIDE RAILS	MS SIDE RAILS	3/4th LENGTH	MS TUBES	DTHACC	STHC6F2120000000	6900	5658	ALL AYUSH PLUS & AYUSH BEDS, & VITA LITE BEDS
	SS SIDE RAILS	3/4th LENGTH	SS TUBES	DTHACC	STHC6F2110000000	9900	8118	ALL AYUSH PLUS & AYUSH BEDS, & VITA LITE BEDS

### NOTE:

- The given CPL & WPL values are NOT inclusive of Taxes. Please include Tax/other expenses over & above the given values as applicable.
- ED is Nil.
- Delivery Terms are 4-6 weeks from Booking of Order.

LAUNCH CIRCULAR: AYUSH RANGE BEDS



# AYUSH Range

## BOOKING DETAILS

- For Product Related Technical Queries / Sales Support, please contact Swati / Samrat at 9920352879/ 9833729210 & at [swatiw@godrej.com](mailto:swatiw@godrej.com)/ [samratg@godrej.com](mailto:samratg@godrej.com)
- For Order Booking, please contact Anshuman / Ruchi at 9833558260 / 9969820899 & at [ams@godrej.com](mailto:ams@godrej.com)/ [ruchi@godrej.com](mailto:ruchi@godrej.com)
- For Dispatches, please contact Joseph at 9819940733 & at [jjd@godrej.com](mailto:jjd@godrej.com)
- For Product Specifications in pdf, please check Intranet after a week.
- For APOs, please log entry in the COTS with relevant details.

**Good Luck & Happy Selling!**